

Beat the Peak

2006 Campaign Overview

Avast there, me hearties. For 30 years, Pete the Beak has been teaching Tucson's mates, wenches and half-pints about the need to use water wisely. Each year, Pete comes back in new duds and with a ship full of water saving tips. This year, Cap'n Pete the Desert Pirate has found a real treasure and wants to share the wealth. Tucson's treasure is not in doubloons, jewels or goods from the farthest reaches of the Seven Seas, but something that's even more valuable, and needed by one and all --- Water!

Captain Pete has made sure that his "ship in the desert" home has only water-smart appliances (low-flow showerheads, faucet aerators, water-efficient washers) and that he practices wise water use by only washing full loads on the appropriate setting, irrigating only in the early morning when temperatures are lowest and humidity highest, fixing leaks promptly and, of course, turning off the tap when he brushes his beak!

Each year, Tucson Water's Beat the Peak program catches the attention of Tucsonans, provides some simple and memorable water conservation tips, and serves as a reminder that each of us has a responsibility to use water wisely. This year, because of a long drought, one of the driest winters on record, and the early arrival of very high temperatures, voluntary conservation efforts by everyone in the community will be critical in order to ensure we are able to meet our water needs.

Promotional activities include an annual press conference, television advertisements, a water bill insert, a Children's Activity Book for use in classrooms and after-school programs, and distribution of assorted conservation-themed mementos at a number of special community events throughout the year.

Tucson Water continues to offer all of our customers the information and assistance they need to be water wise. The Zanjero Program – which provides a personalized water use audit, is free to our residential customers. To schedule a water audit, call 791-3242.

Watch for the water-saving strategies advertised through monthly water bill inserts, public service announcements, or visit Tucson Water's website (www.tucsonaz.gov/water).